

AMENDMENTS TO THE CLAIMS

Listing of Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

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1. (Currently Amended) An interactive television system having user television equipment on which an interactive television application is at least partially implemented to allow parental control of television programming viewing of users, said user television equipment, being configured to:

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support multiple user accounts using the interactive television application, wherein each of the user accounts each of which has a different has an associated personal identification code;

~~allow the interactive television application to be used to establish different~~ set parental control criteria for each of the ~~multiple~~ user accounts using the interactive television application;

block ~~the viewing of~~ television programming that matches at least one of the parental control criteria;

~~allow users to view television programming that is not blocked; and~~

allow a ~~given one of the users~~ user to view blocked television programming by entering a personal identification code [for] associated with one of the user accounts that has parental control criteria [that] permits viewing of the blocked television programming ~~to be viewed.~~;

track blocked television programming that has been viewed based on the personal identification code that was entered to view the television programming; and

display a log of blocked television programming that has been viewed, wherein the log includes information on the user accounts that are associated with the personal identification codes that were entered to view the blocked television programming.

2. (Currently Amended) The system defined in claim 1 wherein at least one of the user accounts has been designated as a parent account and at least one of the user accounts is designated as a child account.

3. (Original) The system defined in claim 2 wherein the parent account is without restrictions on television programming viewing.

4. (Currently Amended) The system defined in claim 2 wherein the user television equipment is further configured to temporarily bypass blocking of television programming ~~from being blocked~~ on entry of the personal identification code for the parent account.

5. (Original) The system defined in claim 1 wherein advertisements are targeted based on which personal identification code was most recently entered.

6 and 7. (Cancelled)

8. (Original) The system defined in claim 1 wherein the interactive television application is an interactive television program guide application.

9. (Currently Amended) A method for use in an interactive television system having user television equipment on which an interactive television application is at least partially implemented to allow parental control of television programming viewing of users, comprising:

using the interactive television application to support multiple user accounts, wherein each of the user

accounts ~~each of which~~ has a ~~different~~ an associated  
personal identification code;

~~using the interactive television application~~  
~~to allow users to establish different~~ setting parental  
control criteria for each of the ~~multiple~~ user accounts;

~~blocking the viewing of~~ television  
programming that match at least one of the parental control  
criteria;

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~~allowing users to view television~~  
~~programming that is not blocked; and~~

~~allowing a given one of the users~~ user to  
view blocked television programming by entering a personal  
identification code [for] associated with one of the user  
accounts that has parental control criteria that permits  
viewing of the blocked television programming ~~to be~~  
viewed.;

~~tracking blocked television programming that~~  
~~has been viewed based on the personal identification code~~  
~~that was entered to view the television programming; and~~

~~displaying a log of blocked television~~  
~~programming that has been viewed, wherein the log includes~~  
~~information on the user accounts that are associated with~~  
~~the personal identification codes that were entered to view~~  
~~the blocked television programming.~~

10. (Currently Amended) The method defined in claim 9 further comprising:

designating at least one of the user accounts as a parent account; and

designating at least one of the user accounts as a child account.

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11. (Original) The method defined in claim 10 wherein the parent account is without restrictions on television programming viewing.

12. (Currently Amended) The method defined in claim 10 further comprising temporarily bypassing the blocking of television programming ~~from being blocked~~ on entry of the personal identification code for the parent account.

13. (Original) The method defined in claim 9 further comprising targeting advertisements based on which personal identification code was most recently entered.

14 and 15. (Cancelled)

16. (Original) The method defined in claim 9 wherein the interactive television application is an interactive television program guide application.

17-32. (Cancelled)

33. (New) An interactive television system having user television equipment on which an interactive television application is at least partially implemented to allow parental control of television programming viewing of users, comprising:

means for using the interactive television application to support multiple user accounts, wherein each of the user accounts has an associated personal identification code;

means for setting parental control criteria for each of the user accounts;

means for blocking television programming that match at least one of the parental control criteria;

means for allowing a user to view blocked television programming by entering a personal identification code associated with one of the user accounts that has parental control criteria that permits viewing of the blocked television programming;

means for tracking blocked television programming that has been viewed based on the personal identification code that was entered to view the television programming; and

means for displaying a log of blocked television programming that has been viewed, wherein the log includes information on the user accounts that are associated with the personal identification codes that were entered to view the blocked television programming.

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34. (New) The system defined in claim 33 further comprising:

means for designating at least one of the user accounts as a parent account; and

means for designating at least one of the user accounts as a child account.

35. (New) The system defined in claim 34 wherein the parent account is without restrictions on television programming viewing.

36. (New) The system defined in claim 34 further comprising means for temporarily bypassing the blocking of

television programming on entry of the personal identification code for the parent account.

37. (New) The system defined in claim 33 further comprising means for targeting advertisements based on which personal identification code was most recently entered.

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38. (New) The system defined in claim 33 wherein the interactive television application is an interactive television program guide application.

39. (New) Machine-readable media for use in an interactive television system having user television equipment on which an interactive television application is at least partially, wherein the machine-readable media is encoded with machine-readable instructions thereon for:

using the interactive television application to support multiple user accounts, wherein each of the user accounts has an associated personal identification code;

setting parental control criteria for each of the user accounts;

blocking television programming that match at least one of the parental control criteria;



allowing a user to view blocked television programming by entering a personal identification code associated with one of the user accounts that has parental control criteria that permits viewing of the blocked television programming;

tracking blocked television programming that has been viewed based on the personal identification code that was entered to view the television programming; and

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displaying a log of blocked television programming that has been viewed, wherein the log includes information on the user accounts that are associated with the personal identification codes that were entered to view the blocked television programming.

40. (New) The machine-readable media defined in claim 39 is further encoded with machine-readable instructions thereon for:

designating at least one of the user accounts as a parent account; and

designating at least one of the user accounts as a child account.

41. (New) The machine-readable media defined in claim 40 wherein the parent account is without restrictions on television programming viewing.

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42. (New) The machine-readable media defined in claim 10 is further encoded with machine-readable instructions thereon for temporarily bypassing the blocking of television programming on entry of the personal identification code for the parent account.

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43. (New) The machine-readable media defined in claim 39 is further encoded with machine-readable instructions thereon for targeting advertisements based on which personal identification code was most recently entered.

44. (New) The machine-readable media defined in claim 39 wherein the interactive television application is an interactive television program guide application.

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